

Final night's results!

The second of two award nights for One Show 2019 is done and dusted, having taken place at Cipriani Wall Street earlier on Friday, 10 May, with South Africa bringing home a further Silver and Bronze Pencil.



Scenes from the overall Best in Show (Dream Crazy) as well as SA's Pencil-winning work from the final night of #OneShow2019 (Breaking Ballet and Return to Chapman's Peak).

The One Show 2019, is The One Club for Creativity's global awards programme celebrating excellence in creativity of ideas and quality of execution.

This second night of The One Show was hosted by actor, comedian and writer Ben Schwartz, known for his roles on NBC's *Parks and Recreation* and Showtime's *House of Lies*. Schwartz is also the voice of Sonic in the upcoming film *Sonic: The Hedgehog*.

SA's Pencil winners on the second night of the One Show Awards

TBWA\Hunt\Lascaris Johannesburg brought home a Silver Pencil for "Breaking Ballet" on behalf of Joburg Ballet in Social Media: Social Post - Real-time Response.



#BizTrends2019: The rise of live communications and branded everything
Peter Khoury 16 Jan 2019



Net#work BBDO Johannesburg picked up SA’s other Pencil of the night, winning a Bronze for “Return to Chapman’s Peak” on behalf of Mercedes-Benz in Film, Online Films & Video: Long Form - Single.



Net#work BBDO has six entries on shortlist for One Show 2019 Awards
16 Jan 2019



Both of these were also awarded on the One Show 2019’s [first awards evening](#).

SA’s One Show 2019 Pencil winners, part 2

PENCIL COLOUR	PRIMARY COMPANY	ENTRY TITLE	CLIENT	DISCIPLINE	CATEGORY
Silver	TBWA\Hunt\Lascaris Johannesburg	Breaking Ballet	Joburg Ballet	Social Media	Social Post - Real-time Response
Bronze	Net#work BBDO Johannesburg	Return to Chapman's Peak	Mercedes-Benz	Film	Online Films & Video - Long Form - Single

Merit certificates were also awarded to the following SA finalists on the night:

- **Duke Cape Town** for Duke's 'For Sale Ale', under Direct Marketing: Out of Home – P.O.P. & In-Store
- **FCB Cape Town & Hellocomputer** (now combined as [HelloFCB+](#)) for Western Cape Government's 'Raise your Voice, Not your Phone', under Social Media: Social Engagement – Community Building
- **Joe Public United and Egg Films** for SAB - Be The Mentor's 'Vuka', under Film: Cinema Advertising
- **M&C Saatchi Abel** for Nando's South Africa's '#rightmyname', under Integrated: Integrated Branding Campaign
- **Net#work BBDO** for Mercedes-Benz 'Return to Chapman's Peak', under Film: Cinema Advertising
- **Net#work BBDO** for Mercedes-Benz 'Return to Chapman's Peak', under Film: Under 100K Budget
- **Ogilvy South Africa: Johannesburg** for Philips and The Nelson Mandela Foundation's '#ShaveToRemember', under Direct Marketing: Experiential – Live Events
- **Ogilvy South Africa: Johannesburg** for Philips and The Nelson Mandela Foundation's '#ShaveToRemember', under Experiential & Immersive: Spaces & Immersive – Brand-Owned Experiences
- **Ogilvy South Africa: Johannesburg** for Philips and The Nelson Mandela Foundation's '#ShaveToRemember', under Social Media: Social Engagement – Community Building
- **TBWA\Hunt\Lascaris** for Joburg Ballet's 'Breaking Ballet', under Creative Use of Data: Creative Use of Data – Social Media
- **TBWA\Hunt\Lascaris** for Joburg Ballet's 'Breaking Ballet', under Creative Use of Data: Creative Use of Data – Storytelling

Best of the rest: One Show 2019 global winners, special awards

The One Show 2019 Best in Show honours, recognising the single most outstanding work entered this year, went to **Wieden+Kennedy** Portland with **Park Pictures** Los Angeles and Joint Portland for "Dream Crazy", on behalf of Nike.

A jury of 10 leading global CMOs awarded the 2019 **CMO Pencil to David Rubin**, chief marketing officer at *The New York Times*, as a result of their selecting "The Truth Is Worth It" as the world's single most impactful idea on a brand's business from the past year.

The prestigious One Show **Penta Pencil** awarded to the agency and brand who together have created stellar creative work for the last five years, was presented to agency **adam&eveDDB** London and client **John Lewis & Partners** London.

This year's top honours, based upon cumulative One Show Pencils and Merits won across all disciplines, are:

- Agency of the Year — **Wieden+Kennedy** Portland

- In-house Agency of the Year -- **Spotify**
- Network of the Year — **DDB Worldwide**
- Creative Holding Company of the Year — **Omnicom Group**
- Production Company of the Year — **MPC**
- Client of the Year — **Nike**

Best of discipline winners for the final night of The One Show 2019

Creative Use of Data: **McCann London** with **Craft/McCann** London, **Somesuch** London and **Twentyfour Seven** Madrid on “Football Decoded” for Microsoft Xbox

Digital Craft: **360i** New York with “*Westworld: The Maze*” for HBO

Direct Marketing: **TBWA\Chiat\Day** New York with **Rebel & Rogue** New York and **Design by Disruption** New York with “Billie Jean King Your Shoes” for Adidas

Experiential & Immersive: FCB New York with O Positive New York on “The Whopper Detour” for Burger King

Film: Droga5 New York with “The Truth Is Worth It” for *The New York Times*

Integrated: Nike Beaverton with Wieden+Kennedy Portland, Park Pictures Los Angeles and Joint Portland on “Dream

Crazy” for Nike

Interactive & Online: **VIRTUE** Copenhagen with “adDRESS THE FUTURE” for Carlings

Mobile: **MullenLowe SSP3** Bogotá with **Macarena Films** Bogotá and **Cainkade** New York “My Line” for Ministry of Technology & Communication of Colombia

Print & Outdoor: Wieden+Kennedy Portland “Dream Crazy” for Nike

Social Influencer Marketing: adam&eveDDB London “#TrollingIsUgly” for The Cybersmile Foundation

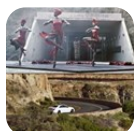
Social Media: Wieden+Kennedy Portland “Dream Crazy” for Nike

The One Show awards are part The One Club for Creativity's Creative Week, which took place from 6 to 10 May 2019 in New York.



#OneShow2019: All the ADC 2019 winners!

7 May 2019



#OneShow2019: First night results!

9 May 2019



#OneShow2019: All the SA finalists!

11 Apr 2019



As the pre-eminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week also includes the ADC 98th Annual Awards, the dynamic Young Ones Education Festival, inspiring sessions with some of the biggest names in the industry at the Creative Summit and the exclusive Executive Creative Summit, open to a limited number of top-level leaders.

For a complete list of all final night of One Show 2019's Pencil winners, including Merit winners, visit [this download link](#). Also click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity's Creative Week 2019!

For more:

- Bizcommunity search: [One Show](#)
- Google news search: [One Show](#)
- Twitter search: [One Show Creative Week](#)
- Official site: <https://www.oneclub.org/>